

USE YOUR "NOODLE"

just once and you will not be gulled by bogus real estate agents from other states again. Hundreds of good, honest men and unsuspecting women are virtually robbed annually of thousands of hard earned dollars by agents selling "gold brick" lots in cities out of this state. Few of these people ever see the lots they buy and as a result, if they are able to sell at any price, are forced to take less than the original cost price. Hundreds of men have spent their earnings in such "bogus schemes" and are forced to live in rented houses in their own home town. You can see what you buy in Clarksburg from us. You can compare our prices with the actual values you know. You can know that that lot is not in a barren desert, or in swamp, river or on a ledge of rocks; and best of all we will sell this property at a price at which you can resell it at once for as much or more than you pay for it.

Resolve now that you will buy only the real estate you can see. Buy where you have made your money and can make more. Buy in the best little city in the United States. We will sell you a home or a vacant lot in any part of the city. Our terms and price will suit you. We will trade your vacant lot on a good house and lot.

THE POST-REGER COMPANY,

REAL ESTATE AND INSURANCE
C. D. Floyd, Mgr. Room 305-307 Goff Bldg.

GREAT MEANS OF EDUCATION

Judicious Spending Will Convince All That It Is Best to Buy at Home.

First—"Money taken in the largest sense, as the representative of all kinds of property is one of the greatest means of human education." A little judicious spending at home will soon convince the out-of-town buyer that our merchants can and will give values that meet the standards of any concern anywhere.

Second—Our patriotism and our loyalty to the state and the city in which we live should rise paramount and be the hub in the great wheel of the "Buy-in-Clarksburg" movement.

Third—Not alone is quality the incentive of home buying, but quick, polite and efficient service as well as prompt delivery.

Fourth—The love of money is the root of all evil. Hence the low prices out-of-town concerns quote in catalogs and the correspondingly low prices they pay their employees. Discourage this by trading at home.

Fifth—Goods that we consume, wear or use when bought in Clarksburg, always make boosters instead of knockers.

Sixth—Our future welfare and the prosperity of the surrounding community depend largely upon the encouragement and support given our merchants and manufacturers.

Seventh—"Made in Clarksburg" (if possible), but by all means "Made in the United States and purchased at home," should be the slogan of every true citizen. In order that our country may more successfully compete with foreign commerce when the present conflict is over.

Eighth—Every effort should be exerted and all citizens should pull together to assist in the movement, as we need the money for the general improvement and uplift of our home town. It means better schools, better sanitation, better fire equipments, better and more extended police jurisdiction, more playgrounds, money for charity, parks, etc.

Ninth—Remember, "The Lord helps them that help themselves." Buy at home and help the farmer, the manufacturer, the merchant, the working man and the working woman and thus enable our merchants to make prices more interesting than ever before.

TENTH—Your sense of duty to your home town should be as keen as that to the mansion or cottage that provides shelter twelve months in the year.

CITIZEN.

NEVER AGAIN

Will You Send Your Dollar if Sent to Distant Mail Order House?

Here are my ten best reasons:
First—Because you will get some of it back either directly or indirectly.
Second—Because you can see and examine what you buy and if not satisfactory it will be made so.

Third—Your friends and neighbors are employed at home and are beneficiaries of your purchase.

Fourth—You indirectly if not directly help the poor.

Fifth—The dollars you send away you'll never see again.

Sixth—Your pride should be to build as large and handsome a city as can be found in any state.

Seventh—It helps to educate our young men and women upon whom we must lean when old.

Eighth—The few cents thrown away on these outside purchases would aggregate a sum sufficient in a few years to build an old folks home.

Ninth—You get better weights, or skirts, and therefore cheaper in the end.

Tenth—In a nut shell of your civic pride.

CLAUDE CLINTON COOK.

MERCHANTS ANXIOUS FOR PATRONAGE

And Spend Both Time and Money in Order to Please You.

Ten reasons why we should buy at home:

First—No town or city is considered a desirable place to live, unless there are stores in which to trade.

Second—In order that these stores may be able to do business, they must be patronized and supported by the people.

Third—The people expect their business houses to make a good appearance.

Fourth—No individual or corporation can look or appear well, without a sufficiency of means, to enable the parties to carry out their plans of business.

Fifth—These individuals and corporations, put their whole means and time in their work, expecting to

be upheld by the people.
Sixth—Nothing is so gratifying, convenient to the public, as to be able to walk in a store and feel that anything that can be found there, from the most insignificant article to any grade, or quality, desired.

Seventh—It is not satisfactory to the public, to order articles from other places and on their arrival find that the fit, or quality of goods, is not what was represented to them and thereby cause a waste of time and money to have goods exchanged.

Eighth—Clarksburg merchants, also business and professional men, of various occupations, are anxious for your patronage, and spend both time and money, in order that they may please us in their various occupations, and gain our confidence, for their honesty and integrity of purpose.

Ninth—Money spent in Clarksburg is like "bread cast upon the waters," which in course of time, will return to us, after circulating in our own city.

Tenth—Clarksburg merchants advertise their goods in their home papers, the Clarksburg Telegram, in order that the public may know their stock and prices, and this enables their customers to get what they want with but little loss of time, by knowing where to trade and how to spend their money to the best advantage.

The Clarksburg Telegram is supported principally by the patronage of the home merchants, business and professional men of various occupations, who in turn must have the support of the home people.
J. A. LONG.

CAN HELP CAMPAIGN

Ten reasons for buying in Clarksburg:

First—Clarksburg always has what we want.
Second—We can get what we want and see what we buy.

Third—We can have the goods delivered promptly and quickly.
Fourth—We know exactly what we are getting and don't have to wait.

Fifth—Can have first class and courteous store service.

Sixth—We can have postage and expenses of the mail order houses.

Seventh—We can keep our money at home by buying at home.

Eighth—Which will help the people and our own home town.

Ninth—We will get more for money spent at home.

ADVANTAGE

Of Exchange of All Articles is Given by the Local Merchants.

First—We make our money from local interests and we should spend it with Clarksburg people.

Second—Money spent here is kept in local circulation, used for local purposes and helps to build up our own community instead of other communities.

Third—We can see and examine articles here before they are bought, which we can not do when we buy from mail order houses.

Fourth—We can exchange or return unsuitable articles bought from our merchants, which we cannot do when we buy from mail order houses.

Fifth—We can buy articles at home on account, when it is not convenient to pay cash, while cash must ordinarily be sent in advance to mail order houses.

Sixth—Because Clarksburg merchants take a personal interest in their customers, and advise them in their buying, make deliveries, send goods on approval and extend many courtesies and accommodations, which services are not secured from mail order houses.

Seventh—Because our merchants employ local help, pay rents, taxes and licenses here and contribute to the city, or broken up, which is caused local charities, churches and other interests.

Eighth—Because money spent here makes the city a greater business center, which will induce people from other places to come here to live and invest their money.

Ninth—Because when we spend our money at home it identifies us with the Clarksburg business interests and gives us credit and business standing here.

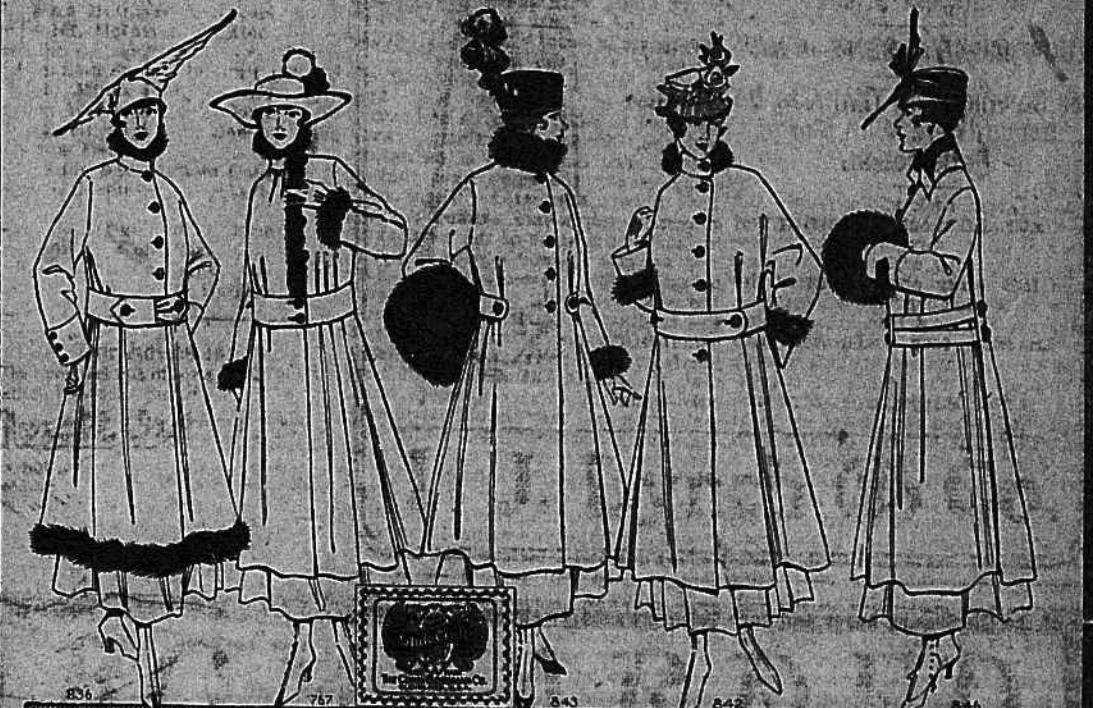
Tenth—Because it enables our merchants to carry larger stocks of goods and more varied assortments and thus draw trade from more people and larger territory.

Respectfully,

MRS. J. T. L.

Tenth—And last, but not least, we can help the buy at home campaign and boost our own home town.
MRS. E. H. DUNNAY.

T. J. Lynch & Co.



STYLE-CRAFT

Stunning Fall and Winter Styles Acme of Fashion Perfection For Women

Smartest creations now on display. There is a guarantee back of every "STYLE-CRAFT" garment now on exhibit. Come in today or tomorrow and see for yourself what the prevailing modes are for Fall and Winter. You will be delightfully and entirely surprised and satisfied with the correct cut, fit, color and fabric of each and every suit or coat bearing this label.

T. J. Lynch & Co.

HOME BUYING

Should Appeal to All as It is Result of Proper Sentiment and Good Sense.

Sense and sentiment keep the world adjusted. The head and the heart furnish the motive power that runs the human family. People are easily divided into three classes; the cold, calculating individual who is governed by the head, the warm-hearted impulsive person, by the heart; and the well-rounded, level-headed, public-spirited citizen, by both.

The "Buy-in-Clarksburg" motto should appeal to all three classes.

The man who wants one hundred cents' worth for ever dollar he spends should not fail to put his money into articles manufactured at home, thereby saving all freights, commissions or other expenses that increase the prices of merchandise.

The person whose moving impulse is sentiment, need not be advised to buy at home. To him Clarksburg water is purer; her bread lighter; her ice colder; her grates hotter; her mattresses softer; her paving stones harder; her rope stronger, her printing neater; her lumber smoother; her oil clearer and her syrup sweeter than any sweetening under the sun.

The loyal citizen inspired by good sense and healthy sentiment, should patronize home industries for the good of himself, his family and his city. All the money he spends in his town circulates back and forth between business and profession, school and charity, church and state. What helps one legitimate business directly or indirectly, helps all business. The old idea of competition should be superseded by a spirit of co-operation whereby the inter-dependence of men may be realized and trade become established on a sound basis of mutual benefit.

Patronize Clarksburg's products because they are good and because patronage will help them to become better.

—W. F. S.

EXAMPLE

For Neighbors is Set By Home Buyers Who Also Help Merchants.

I BUY AT HOME—BECAUSE:

First—Because every time I send money away from home that could be spent at home, I am injuring my home and relatives.

Second—The majority of my friends are living here. When I spend my money at home, I am assisting the employers of my friends and therefore

helping to sustain my friends' salaries.

Third—When a firm has to suspend business on account of not selling enough goods, I am partly responsible if I have patronized the mail order houses, and I have probably helped a friend to "get out of a position."

Fourth—Every dollar spent in Clarksburg, rather than with a mail order house, in a foreign city, helps pay the taxes of Clarksburg. The mail order houses out-of-town pay no taxes here.

Fifth—When business is not good enough for the Clarksburg merchants and manufacturers, they may have to drop some employees, who might leave town, and this would tend to lower the census.

Sixth—I buy at home to set an example for my neighbors, some of whom I know buy all they can from mail order houses in other cities.

Seventh—I buy from the retail merchants and home goods of Clarksburg because I expect the retail merchants to do the same thing.

Eighth—I buy at home, because if the goods are not satisfactory any merchant will willingly exchange them, but a mail order house cannot do so as quickly and probably not as satisfactorily.

Ninth—The "Do unto others" rule should apply both ways and to all people.

Tenth—Because by buying at home I have a large stock of everything to select from. In buying from a mail order house, I have to select from drawings and photographs in a catalogue, which is not as satisfactory.

A. H. W.
Mount Clear, W. Va.

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How's This

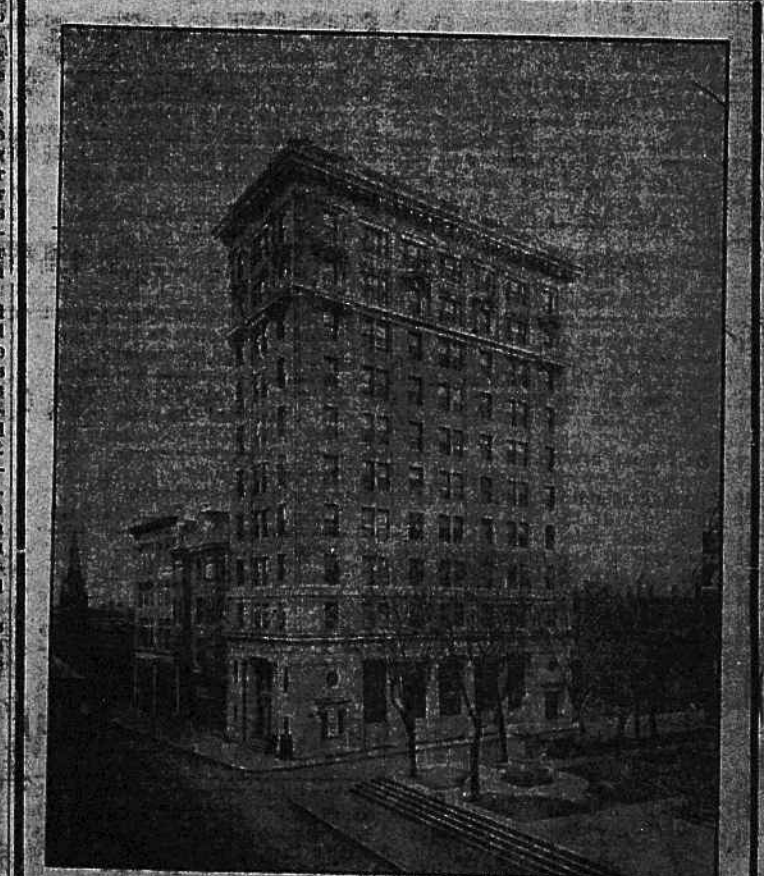
Just a word about buying wallpaper out of town. We quote actual figures below, using our prices and those of a Chicago house:

CHICAGO	CLEMM'S
20 Single rolls @ 2c 40c	20 Single rolls @ 5c \$1.00
22 Yards border @ 3c 66c	5 Single rolls @ 3c15
Freight 40c	Freight00
	\$1.40
	\$1.15

The difference by buying in Clarksburg is 31c and the benefit of many more patterns to choose from. If you cannot prove this we will give you eleven and one-half rolls of paper free.

CLEMM'S WALLPAPER STORE

McCarty Bldg. Clarksburg.



THE UNION NATIONAL BANK

Capital, \$500,000
Surplus, \$200,000
Resources, \$4,000,000